

## Colorado Office of Economic Development and International Trade Company Questionnaire

***Note to service providers:** Please adapt this questionnaire as appropriate and answer questions as completely as possible. Use additional sheets if necessary.*

Today's Date: \_\_\_\_\_ ITO Rep: \_\_\_\_\_

### **I. COMPANY INFORMATION**

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Primary contact: \_\_\_\_\_ Secondary contact: \_\_\_\_\_

Year established: \_\_\_\_\_ # of employees: \_\_\_\_\_ # dedicated to international effort: \_\_\_\_\_

Annual revenues: \_\_\_\_\_ % attributable to export sales: \_\_\_\_\_

If known, please provide the following:

NAICS code:

Harmonized code(s):

Do you currently have any overseas representation or established offices?

No \_\_\_\_ Yes \_\_\_\_ (If yes, please describe and indicate locations.)

### **II. PRODUCT INFORMATION**

1. Please describe your main product(s)/product lines. Include key features and benefits. *(Attach company literature and use additional sheets if necessary.)*

2. What are the typical applications of your products?

3. What complementary products are sold with your products?

4. Do your products require technical support or after-sales service?

Yes \_\_\_\_ No \_\_\_\_ If yes, please explain

5. Do you have patent, trademark, or copyright protection on your products?

In the US: No \_\_\_\_ Yes \_\_\_\_ (please specify)

Do you have patent protection overseas?: No \_\_\_\_ Yes \_\_\_\_ (please specify)

Are any of these issues for you? No \_\_\_\_ Yes \_\_\_\_ If so, which?

6. Are you aware of any reason that your product might require an export license? (For example, *does it use encryption*)

No \_\_\_\_ Yes \_\_\_\_ (please explain)

7. Are you ISO 9000 certified?

Yes \_\_\_\_ No \_\_\_\_

Have you considered ISO 9000 certification?

Yes \_\_\_\_ No \_\_\_\_

8. Are you aware of specific safety or technical requirements for your products in the countries you are interested in? If yes, specify.

9. If you are pursuing the European market, do you know if your product requires the CE Marking ?

### **III. DISTRIBUTION CHANNELS**

1. Who are the end-users/clients of your products? *Please be as specific as possible, and include for all product applications.*

2. Are your sales typically: Repeat \_\_\_\_ One-time \_\_\_\_

3. What is the average sales cycle length? (Please specify domestic or international)

4. Please describe your current distribution in the United States:

Internationally (if applicable) Please specify geographic region:

5. What would you consider your "ideal" representation in the geographic region in which you are interested:

☐ Reseller      ☐ Manufacturers Representative      ☐ Distributor  
☐ Agent      ☐ Importer      ☐ Direct Sales  
☐ Other (specify)

6. What other products/services would that representative sell?

7. What client base would already be established?

8. What technical expertise would be required?

9. Which countries are you targeting? Why?

10. Who are your main competitors?

Competitor Name	Competitor Headquarters in US? Y/N	Competitor internationally? Y/N	Product lines
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#### **IV. CURRENT INTERNATIONAL ACTIVITIES / EXPERIENCE**

1. How would you characterize your company's experience in and knowledge of the market for your products in your country(ies) of interest?
  
2. Please answer each of the following with regard to your international efforts:
  - a. Currently selling internationally? Yes \_\_\_\_ No \_\_\_\_
  
  - b. If yes, to which countries?: \$ Amount:
  
  - c. Do you have established distribution? Yes \_\_\_\_ No \_\_\_\_
  
  - d. If yes, in which countries? What are the names of your representatives? *(This is important so that we do not contact any of your existing representatives)*. Are you looking to replace or complement your existing representatives?
  
3. Do you belong to any trade associations / industry groups? Yes \_\_\_\_ No \_\_\_\_  
If yes, which ones:
  
4. Do you have any trade shows or business trips planned for the next 6-12 months?  
Yes \_\_\_\_ No \_\_\_\_ If yes, to where and for what purpose?

By working with the Colorado International Trade Office, I understand that I will be obligated to complete approximately 2-3 follow-up surveys supplying export sales figures resulting from this assistance. The surveys are used to provide the office with feedback on trade shows and services provided. All data provided will be confidential and only reported in the aggregate.

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Name and Title

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Company Name

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Date